

CURRICULUM VITAE

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SUMMARY

I'm a freelance content writer specialising in business writing for public-listed companies, small and medium enterprises (SMEs), and business/entrepreneurial and trade magazines. The types of business writing that I provide are as follows:

- Annual report / review writing
- Management Framework
- Company profile
- Business personality profiles for magazines
- Articles for business coach (human capital, talent management, leadership development)
- Coverage on press conferences, entrepreneurial & start-up events

Prior to my current role as a freelance content writer, I have commercial experience in the financial industry for 18 years, namely, in business planning, process improvement and project management areas. As such, I'm familiar with business documentation (manuals, flowcharts, standard operating procedures), compliance, talent development and management, and leadership development.

In addition to business writing, I'm a content writer for travel publications. I had contributed to travel magazines such as GoAsiaPlus and MalindoMag, and online portals such as Travel Wire Asia, Expedia and Zafigo.

EDUCATION

1994 – 1996 Flinders University of South Australia
Bachelor of Commerce – Major in Accounting, minors in Management and Finance

1997 – 1998 Flinders University of South Australia
Bachelor of International Business – Majors in Economics and International Relations & Trade

WORK HISTORY (CONTENT WRITING)

2017 – Present:

- **Management Framework**
 - Business Excellence Governance Framework: PETRONAS Group
- **Annual Report Writing**
 - 2019 Annual Report: Sapura Industrial Berhad - Management Discussion & Analysis, Sustainability Statement www.sapuraindustrial.com.my

- 2018 Annual Report: Sapura Industrial Berhad – Management Discussion & Analysis (pg19), Sustainability Statement (pg 28) www.sapuraindustrial.com.my
- **Business Personality Profiles for magazines**
 - Top 10 Malaysia: Cover Story & Enterprise segments
 - Top10 Indonesia: Interview with Indonesian Ambassador to Malaysia, HE Rusdi Kirana.
 - CIDB Heights Vol. 4:
 - Cover Story: Interview with Group Managing Director of Eversendai Corporation Berhad, Tan Sri A K Nathan Elumalay
 - Careers: Interview with Andy Tiong, Senior Project Planning Consultant of PCSS Consultancy
 Pls click on PDF files in www.clippings.me/kathleenpoon
- **Company Profiles**
 - OWL Digital www.owl.my
- **Articles for business coach**
 - HRM Asia: The trick to engaging and retaining local talent in Asia (for Managing Director of EGN Singapore, Nick Jonsson)
<http://hrmasia.com/human-capital-engage-retain-talent/>
 - ConnecTechAsia: Are Women Entrepreneurs the Key to Accelerated Global Economic Development (for Regional Director of CFO Centre, Steve Settle)
<https://www.connectechasia.com/industry-insight/are-women-entrepreneurs-the-key-to-accelerated-global-economic-development>
 - HRM Asia: Some HR Trends to Watch Out for in 2019 (for Business Coach, Jacinta Quah)
<http://hrmasia.com/hr-trends-to-watch-out-2019/>
 - ConnecTechAsia: 5 ways the tech sector can attract more female talent (for Business Coach, Jacinta Quah)
<https://www.connectechasia.com/industry-insight/5-ways-the-tech-sector-can-attract-more-female-talent>
 - LinkedIn: Take steps to achieve work life integration (for Business Coach, Jacinta Quah)
<https://www.linkedin.com/pulse/take-steps-achieve-work-life-integration-jacinta-quah/>
- **Press Conference Coverage**
 - The Edge Markets: Bona Cinemas opens in Genting Highlands
<http://www.theedgemarkets.com/article/bona-cinemas-opens-genting-highlands>
- **Entrepreneurial & Start-Ups Events**
 - Crafting Employee Experience: How Can We Easily Improve Company Culture
<http://gem-magazine.com/crafting-employee-experience-how-we-can-easily-improve-company-culture/>
 - Global Entrepreneurship Community Summit 2017: Disruptive Creative Technologies: Shaping the Future of Destination Marketing.

<http://gem-magazine.com/disruptive-creative-technologies-shaping-the-future-of-destination-marketing/>

- **Travel Writing**

Pls see complete samples in www.clippings.me/kathleenpoon

- Travel Wire Asia
- Expedia Travel Blog
- New Straits Times
- MalindoMag
- GoAsiaPlus
- Zafigo

OTHER WORK HISTORY (FINANCIAL INDUSTRY)

2014 – June 2017: Senior Manager, Market Intelligence & Initiatives, Zurich Insurance Malaysia Bhd

2013 – 2014: Senior Manager, Group Regulatory Compliance, AmBank Group Malaysia Berhad

2001 – 2012: Manager, Business Planning & Development, American Express Malaysia Sdn Bhd

FREELANCE WRITING RATES

**Rates are negotiable depending on project scope.*

REFERENCES

References will be provided upon request.